

## Case Study Red Whale Commissioned Learning

Supporting primary cancer care in  
Lincolnshire ICB – collaborative working



**Cath Koutna, a Cancer Project Manager, explains how Lincolnshire ICB partnered with Red Whale to support primary care at a practice level.**

### Trusted and engaging training

Cath's role involves supporting primary care and helping integrate primary and secondary cancer care across Lincolnshire.

When it came to providing further training for local GPs, she turned to Red Whale for support.

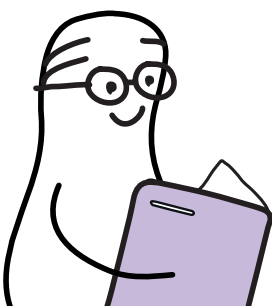
"A big challenge for us is that it's really hard to get information into primary care - it's difficult for us to communicate with GPs in a way that is engaging. A colleague told me about Red Whale when I moved into this role. The training in our region was very well attended and had a good reputation – previous (face to face) courses had to have a waiting list. Not being affiliated with a pharmaceutical company meant that GPs in the area respected and trusted the training offered."

### Supporting GPs with cancer care

The ICB wanted to support GPs with their ability to deal with vague symptoms, and cases that don't fit the criteria for urgent cancer pathways.

"We wanted to provide GPs with an opportunity for a general cancer update, alongside information about local support pathways and Community cancer care coordinators that they can link in to. One of our Community Development Project Managers had the opportunity to speak on the course so the training could be woven into a local context."

The Red Whale team worked closely with Cath to develop a course which included localised content on the two-week wait breast pain pathway, direct enhanced services agreement, rapid diagnostic services and vague symptoms, the Lincolnshire personalised stratified follow ups, and local cancer care coordinators relationship between those working in the ICB and the colleagues they aim to support.



Cath collaborated with Red Whale presenter Jackie Dominey to ensure an appropriate balance of information and education (in a range of formats) was achieved for the live digital event. Cath and a colleague travelled to the Red Whale studios to take part in the live course, giving GPs tuning in a chance to put faces to local names. This has helped them get greater awareness amongst primary care colleagues about how the ICB can support them in their roles and strengthened the relationship between those working in the ICB and the colleagues they aim to support.

### Hints and tips for ICBs

Cath shared some tips for other ICBs looking to take a similar approach:

- Understand the needs of GPs and healthcare professionals in your area – this will help you tailor and develop the training programme with Red Whale.
- Be organised well in advance! This approach needs close working with the Red Whale GP presenter and you have to put in the time to get things right for your area.

- Discuss the options for taking bookings with the Red Whale in house courses team to work out what works best for you from an admin point of view.

### Collaboration and tailoring to local needs

Part of the appeal of the package Red Whale was able to offer the ICB was their flexible approach to tailoring the course content to the specific needs of local clinicians.

“Working with Red Whale offered us this chance to collaborate and tailor the training to our local needs, which we haven’t done before. It was a learning curve for us all, but ultimately gave us here at the ICB a chance to enhance the support we give our GP colleagues – they have a relationship with us from seeing us as part of the Red Whale course. They could also interact with us directly on the day by typing questions into the chat box.”

### Positive feedback from GPs

With positive feedback from GPs, Cath and Lincolnshire ICB are now working on a further course for this year. Cath says:

“The Red Whale team were easy to get hold of and responsive to my queries. This year we’ve also made some changes to make the admin smoother and easier for everyone,”

“Inspires you to look at current practice and make improvements/do things differently. Genuinely feel this course will instigate positive change and help prove the service of our local population”  
Lincolnshire GP delegate

“Wonderful to have local information included rather than having to plough through the hospital services information to see what the Lincolnshire patients have access to. Fab idea to have the patient scenarios within the presentations. Love the accompanying book and website links for later use. Brilliant to be able to revisit bits you needed to.” Lincolnshire GP delegate

“Really impressed with the input from local teams - I’ve learned of loads of local services that I’ve never heard of before”  
Lincolnshire GP delegate

Interested in a course tailored to your area’s training needs?

Contact our in house courses team via [inhousecourses@red-whale.co.uk](mailto:inhousecourses@red-whale.co.uk)

